



**TDOT**  
Department of  
Transportation

# 2020



## Annual Litter Grant Report









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# Annual Litter Grant Report

March 31, 2020

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# Program Overview

As of December 31, 2018, there were 96,116 miles of public roads in Tennessee; 14,107 miles are maintained by the Tennessee Department of Transportation (TDOT) and 4,021 of these miles are classified as scenic.

Litter prevention and pickup efforts are critical to keeping roadways safe and maintaining the natural beauty of Tennessee. TDOT spends approximately \$15 million annually on the programs described in this report and right-of-way litter pickup contracts.

In 1981, the Soft Drink and Malt Beverage Industries took a comprehensive, proactive approach to prevent their bottles and other trash from becoming litter along Tennessee roadways. As good corporate citizens, the industry lobbied to establish a tax on their products to help fund litter prevention in Tennessee.

Since 1983, the tax revenues from TCA § 67-4-402 and TCA § 57-5-201 have funded the TDOT Highway Beautification Office's Litter Grant Program. The law gives TDOT discretion on how to best use the funds to clean up and prevent litter, and matters related to litter, such as recycling or litter in storm water runoff.

Litter Grants are available to all 95 counties. Funding is allocated to each county by a formula based on population and road miles. The Litter Grant Program supports a variety of programs and activities that help reduce litter throughout Tennessee. Through the efforts of collaborative county partners, the Litter Grant Program is responsible for removing an average of 11,600 tons of litter each year. Over the 36-year history of the program (1983 to 2019) this equates to the removal of more than 417,600 tons of litter from our roadways.

This is the annual report, required by law, regarding the collection and use of funds under the TDOT Litter Grant Program for the fiscal year beginning July 1, 2018 and ending June 30, 2019 (FY 2019).

*Litter Grants are available to all 95 counties. The amount of funding a county receives is determined by a formula based on population and road miles.*



# Accounting

In Fiscal Year 2019, TDOT awarded Litter Grant contracts to county governments totaling \$5,500,000 for programs encompassing litter pickup and recycling activities, along with those that educate Tennesseans concerning the importance of keeping our state clean and litter free. Of that total, \$3,799,604 was earmarked for local litter pickup operations, the largest such total in Litter Grant program history. In FY 2018, an additional \$1,000,000 was added to Litter Grant contracts, divided equally between the 95 counties, in conjunction with the unveiling of TDOT's Nobody Trashes Tennessee litter prevention campaign.

Table 1: FY 2019 Litter Grant Distribution		
COUNTY PICKUP	COUNTY EDUCATION	KTNB OUTREACH
\$3,799,604	\$1,697,396	\$1,351,401
Total: <b>\$6,848,401</b>		

County Litter Grant contracts require that 20-35% of the total funding is budgeted for litter prevention education. In FY 2019, \$1,697,396 was dedicated to education activities. Counties are required to tackle litter

prevention education in three of five designated categories: students, public, media, government, and business. The fact that 88% of the funds in this category were spent means that citizens across Tennessee gained valuable knowledge about how litter impacts our quality of life, economic development, and the environment.

An additional \$1,351,401 was awarded as a grant contract to Keep Tennessee Beautiful (KTnB), page 15, an adjunct service of the University of Memphis. Keep Tennessee Beautiful is an affiliate of the country's nonprofit steward of litter prevention, Keep America Beautiful. Please see pages 15-16 for more information about Keep Tennessee Beautiful.





# FY 2019 Litter Funding Distribution by County

**Table 2: FY 2019 Litter Funding Distribution by County**

Anderson _____	\$53,000	Hamilton _____	\$127,000	Morgan _____	\$44,200
Bedford _____	\$51,600	Hancock _____	\$44,200	Obion _____	\$49,700
Benton _____	\$44,200	Hardeman _____	\$46,400	Overton _____	\$44,300
Bledsoe _____	\$44,200	Hardin _____	\$48,600	Perry _____	\$44,200
Blount _____	\$74,300	Hawkins _____	\$56,700	Pickett _____	\$44,200
Bradley _____	\$64,900	Haywood _____	\$44,200	Polk _____	\$44,200
Campbell _____	\$48,700	Henderson _____	\$49,200	Putnam _____	\$59,200
Cannon _____	\$44,200	Henry _____	\$52,100	Rhea _____	\$44,200
Carroll _____	\$49,300	Hickman _____	\$49,300	Roane _____	\$52,900
Carter _____	\$50,800	Houston _____	\$44,200	Robertson _____	\$56,400
Cheatham _____	\$44,200	Humphreys _____	\$44,200	Rutherford _____	\$112,900
Chester _____	\$44,200	Jackson _____	\$44,200	Scott _____	\$44,200
Claiborne _____	\$49,100	Jefferson _____	\$52,900	Sequatchie _____	\$44,200
Clay _____	\$44,200	Johnson _____	\$44,200	Sevier _____	\$69,300
Cocke _____	\$49,400	Knox _____	\$168,600	Shelby _____	\$269,200
Coffee _____	\$52,300	Lake _____	\$44,200	Smith _____	\$44,200
Crockett _____	\$44,200	Lauderdale _____	\$44,200	Stewart _____	\$44,200
Cumberland _____	\$63,000	Lawrence _____	\$58,600	Sullivan _____	\$84,900
Davidson _____	\$179,800	Lewis _____	\$44,200	Sumner _____	\$84,000
Decatur _____	\$44,200	Lincoln _____	\$52,200	Tipton _____	\$53,600
Dekalb _____	\$44,200	Loudon _____	\$49,100	Trousdale _____	\$44,200
Dickson _____	\$54,300	Macon _____	\$48,800	Unicoi _____	\$44,200
Dyer _____	\$48,300	Madison _____	\$64,800	Union _____	\$44,200
Fayette _____	\$51,600	Marion _____	\$44,200	Van Buren _____	\$44,200
Fentress _____	\$44,200	Marshall _____	\$44,800	Warren _____	\$50,300
Franklin _____	\$50,500	Maury _____	\$62,200	Washington _____	\$72,100
Gibson _____	\$58,800	McMinn _____	\$55,800	Wayne _____	\$46,000
Giles _____	\$52,600	McNairy _____	\$47,900	Weakley _____	\$53,900
Grainger _____	\$44,200	Meigs _____	\$44,200	White _____	\$44,200
Greene _____	\$68,400	Monroe _____	\$53,600	Williamson _____	\$93,500
Grundy _____	\$44,200	Montgomery _____	\$83,700	Wilson _____	\$75,900
Hamblen _____	\$48,200	Moore _____	\$44,200	<b>TOTAL _____</b>	<b>\$5,497,000</b>



**437,307 miles  
of Tennessee  
roadways  
cleaned and 7.8  
million pounds  
of debris  
recycled.**

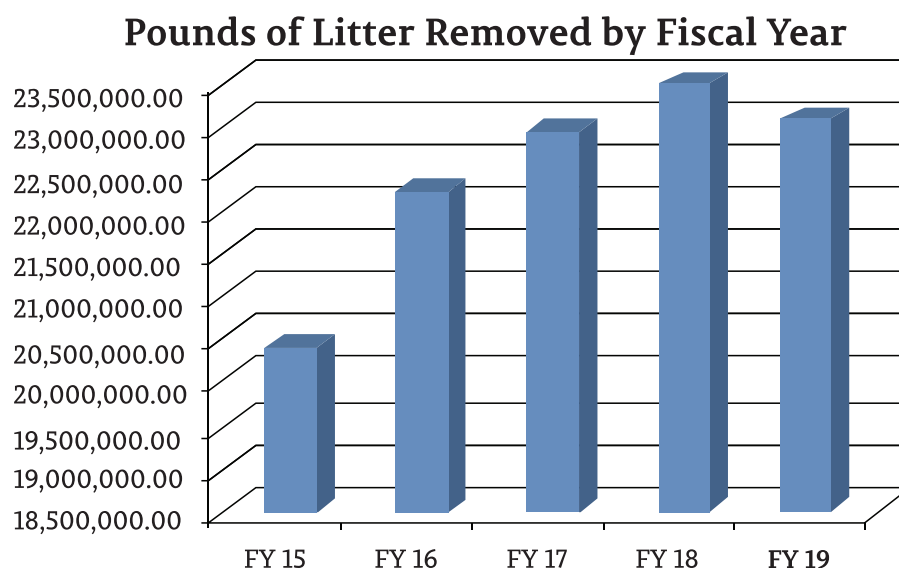
## Pounds of Litter Removed by Fiscal Year

Dedicated county governments are on the frontline of litter cleanup and litter prevention. The positive impact of the Litter Grant Program is amplified because local government partners invest additional resources and citizens contribute tens of thousands of volunteer hours to promote these efforts.

Through the FY 2019 Litter Grant Program, county governments removed nearly 23 million pounds of litter from 437,307 miles of Tennessee roadways and 7.8 million pounds of that roadside debris was recycled. Additionally, county governments used funding from the Litter Grant Program to clean-up 3,657 illegal roadside dumps statewide.<sup>1</sup>

Table 3: Litter Removal by Fiscal Year		
Fiscal Year	Pounds	US Tons
FY 15	20,440,956.86	10,220.48
FY 16	22,064,623.83	11,032.31
FY 17	22,724,846.40	11,362.43
FY 18	23,358,360.09	11,679.18
FY 19	22,987,734.31	11,493.87

The volume of litter removal in FY 2019 and previous years, as illustrated by the graph below, demonstrates the power of partnerships and the year-after-year success of these joint endeavors.



<sup>1</sup> End of Year Litter Grant Performance Summary



# Litter Hotline



Tennesseans care about preserving the scenic beauty of their communities. TCA § 54-1-401 authorizes TDOT to establish a system for citizens to report acts of littering from motor vehicles.

When citizens notify TDOT of a littering incident, a letter is mailed to the registered owner of the

vehicle along with a Nobody Trashes Tennessee car litter bag or portable ashtray and other anti-litter information. The letter gently reprimands offenders by discouraging litter behavior and informing them that littering is against the law and punishable by a fine.

The entire program is anonymous. Records are not kept regarding individuals who make the report or those receiving a letter. The Litter Hotline is an educational tool to remind those who engage in littering that their actions are hurtful to the state and to their community.

TDOT maintains the toll-free hotline at 1-877-8-LITTER (877-854-8837.)

Citizens can also report a littering incident online at [www.tn.gov/tdot/environmental-home/environmental-highway-beautification-office/litter.html](http://www.tn.gov/tdot/environmental-home/environmental-highway-beautification-office/litter.html)

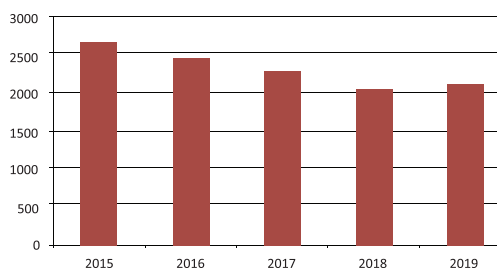
The information that is necessary to report a littering incident includes:

- License plate number (Tennessee plate only)
- Type and make of the vehicle
- Day and time the incident occurred
- Location where the incident occurred
- Type of item tossed or blown from the vehicle

*Table 4:*  
**Litter Hotline Reports by Fiscal Year**

Year	Reports
2015	2,646
2016	2,460
2017	2,272
2018	2,051
2019	2,137

**Litter Hotline Reports by Fiscal Year**



**2,137 reports  
to the Litter  
Hotline in 2019.**

# County Highlights

Throughout the state, county partners work hard to keep Tennessee beautiful and litter free. Every county makes significant contributions to the statewide reduction of litter and TDOT appreciates these important efforts. Some of the notable accomplishments of our Tennessee county partners are highlighted below.

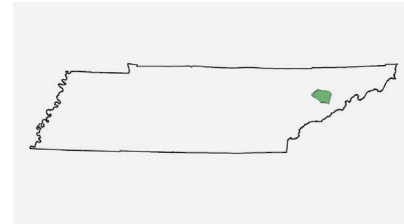
## Jefferson County

Jefferson County is historic and scenic. Picturesque towns, mountains views and beautiful watersheds like Cherokee Reservoir and Douglas Lake are all evidence of those qualities. Roadside litter degrades the historic and scenic quality of the community, and Jefferson County is proactive in their litter pickup and prevention education programming.

Daily pickup of roadsides in Jefferson County is conducted by the Jefferson County Sheriff's Department, with the help of trustee labor. During FY 2019, work crews removed 144,257 pounds of liter from 944 miles of Jefferson County roads. Additionally, 12,495, or 13% pounds of litter was recycled and diverted from the landfill.

Supported by TDOT's Litter Grant, the community has benefitted greatly from a partnership between the county and Jefferson County Public Schools. This partnership has allowed the county to share litter prevention resources with teachers interested in exposing their students to environmental and sustainability topics. For six years, students enrolled in Jefferson County High School's service-learning class have performed litter themed skits for visiting 2nd grade classes. The skit changes annually and includes modern, popular cartoon characters. 2018's skit was entitled, "Scooby Doo and the Case of the Litter Bug". Litter themed songs, art and even an interactive story book have been developed as part of the partnership. Where possible, teachers and sponsors link the lessons of the programming to State of Tennessee teaching curriculum for science. Additionally, students in 7 different schools received water bottles this year, complete with a litter prevention message.

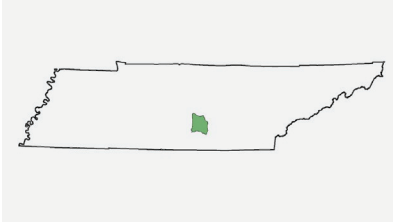
Through proactive leadership from Mayor Mark Potts, Jefferson County is working through the certification process to become a Keep America Beautiful affiliate. They have also engaged neighboring counties, such as Grainger County, Claiborne County and Campbell County on the importance of becoming an affiliate.





# County Highlights (continued)

## Coffee County



**LITTER FACTS**

**Cigarette Litter**  
It is estimated that several trillion cigarette butts are littered worldwide every year. Cigarettes are the single most littered item in the world. Not only does cigarette litter ruin even the most picturesque setting, but the toxic residue in cigarette filters is damaging to the environment, and littered butts cause numerous fires every year, some of them fatal.

**Other Common Litter Items**  
Other common litter includes small pieces of paper, chip and candy wrappers, fast-food wrappers, bottle caps, glass pieces, glass alcohol bottles, plastic straws and soft-drink bottles (both plastic & metal). New sources of litter are becoming increasingly evident. Changing consumer patterns in relation to fast-food, increased use of unsolicited advertising materials and the introduction of automatic teller machines are examples of activities that now impact on litter.

**Negative Impacts**  
Items such as syringes or hazardous materials pose a threat to public health.  
✓ Litter can cause injury to wildlife and birds that mistake it for food.  
✓ Litter in an urban setting can attract vermin.  
✓ Wind and rain can carry cigarette butts into the waterways where the toxic chemicals that the cigarette filter was designed to trap leak out into aquatic ecosystems, threatening water quality and aquatic life.  
✓ Cigarette butts can also be the cause of fires.  
✓ Litter is wasteful. Many littered items could be recycled or reused.

Unless someone cleans up litter, its effects may be seen for years. The following list shows how long it takes for some items to biodegrade:

- ◆ Paper - 2 to 5 months
- ◆ Cigarette butts - up to 2 years
- ◆ Plastic bags - 10-20 years
- ◆ Tin cans - 50 years
- ◆ Aluminum cans - 80-100 years
- ◆ Plastic bottles - Indefinitely
- ◆ Glass - Indefinitely

**NOBODY TRASHES TENNESSEE**  
TENNESSEE DEPARTMENT OF TRANSPORTATION

**For More Information Call 931-723-5139**

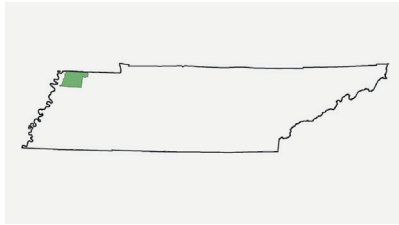
Coffee County's Litter Grant program is under the direction of Solid Waste Director Rennie Bell and is a longstanding partnership between Coffee County Solid Waste and the Coffee County Sheriff's Department. For litter pickup operations, the Sheriff's Department allows the use of trustee labor for Monday through Friday service. In FY 2019, Coffee County's Litter Grant collected 241,280 pounds of litter from 503 miles of Coffee County roadsides. They also recycled 22 pounds of that annual litter collection total. Commonly littered items in the county include fast food packaging and waste and scrap tires. Coffee County Solid Waste estimates they receive between 1,000 and 1,300 tires a week, both collected at solid waste facilities and illegally dumped throughout the county.

Under the direction of Education Coordinator Wannella Ingleburger, the Coffee County Litter Grant program does an excellent job at engaging with many community groups. Litter prevention messaging is spread to students in schools, from kindergarten through 12th grade, through performances by Litter Magician Jerry White. Mr. White is also hired to perform at libraries during summer reading programs with other specific groups in the community. Coffee County's Litter Grant program also shared its important messaging with area Girl Scouts and Boy Scouts. During their summer camps, the county will lead troops in litter prevention themed activities and lessons.

TDOT assists in all the education and collaboration efforts that make Coffee County's Litter Grant program so successful.

# County Highlights (continued)

## Obion County



Obion County's Litter Grant program is a partnership between the Obion County Sheriff's Department and Obion County Solid Waste. The program is led by Solid Waste Director Travis Alexander, and features both daily roadway litter collection and an impactful litter prevention education component. The Sheriff's Department furnished trustee labor for a daily litter pickup operation that collected 25,300 pounds of litter during FY 2019. Of that amount 1,379 pounds, or 5.4%, was recycled and diverted from the landfill. Six illegal dump sites were also picked up and 281 miles of roadsides were cleaned.

The county's Litter Grant program has an excellent relationship with Obion County Schools. In trying to instill the importance of environmental stewardship and sustainability in students, all schools across the Obion County School District have recycling services. Elementary students across the county receive annual visits from Litter Magician Jerry White. Additionally, the Obion County Litter Grant program sponsors \$500 scholarships for high school seniors who complete a litter prevention themed essay contest.

Obion County's Litter Grant program does not allocate its education funds toward small and personal items, traditionally given during tabling and outreach events. Rather, the county invests in signage and public advertisements that have greater reach and impact. A friendly "Keep Obion County Beautiful" message greets visitors on welcome signage, and on billboards and newspaper advertisements year-round. The county also purchases reusable vehicle litter bags, which are distributed at the County Clerk's office.

# Distressed Counties



The Litter Grant program has provided funding for communities in all Tennessee counties to perform neighborhood and highway litter pickups, litter prevention education and beautification. Tennessee has invested in the Litter Grant since 1983 because the program directly impacts local economies, including economic and tourist development, and business recruitment. These impacts are particularly important for the 15 counties in the state that are identified as “economically distressed.”

Economically distressed counties received a total of \$674,100 in TDOT Litter Grant funding during the FY 2019. Communities in these counties removed a total

of 970,768 pounds of litter from Tennessee roadways and contributed to vital volunteer hours to improve their local economy.

TDOT is proud of all its local partners in the statewide Litter Grant. The highlights listed below are in specific recognition of the economically distressed counties working to both beautify their communities and spark economic investment to improve the lives of Tennesseans.

## **Bledsoe County**

- All Litter Grant funds were expended in FY 2019, as 68,600 pounds of litter was picked up from roadsides in Bledsoe County. 23.5%, or 16,087 pounds of this litter were recycled.

## **Clay County**

- All Litter Grant funds were expended in FY 2019, as 17,300 pounds of litter were collected from roadsides in Clay County. 24%, or 4,164 pounds of litter were recycled. Clay County has an active litter prevention education program, which includes outreach tabling at public events and students enjoy performances by Barry the Recycling Pirate and Jerry White the Litter Magician.

## **Cocke County**

- 73,080 pounds of litter were removed from roadsides in Cocke County, and 31 illegal dump sites were cleaned up. Litter Grant funds went to Cocke County's Keep America Beautiful affiliate, Keep Cocke County Beautiful, which visited schools to discuss litter with students, in preschool through elementary school. They also engaged the community, with 2,460 volunteer hours earned during cleanups.

## **Fentress County**

- 71,525 pounds of litter were collected from Tennessee roadways in Fentress County, including the removal of 2 illegal dump sites.

***\$674,100  
granted to  
economically  
distressed  
counties in  
2019.***



## Distressed Counties (continued)

### Grundy County

- 135,590 pounds of litter were removed from 908 miles of Tennessee roadways in Grundy County. The county's litter prevention education efforts are highlighted by outreach tabling at public events and the Grundy County Fair each summer.

### Hancock County

- 89,265 pounds of litter were removed from roadsides in Hancock County. One illegal dumpsite was also cleaned up.

### Hardeman County

- 55,920 pounds of litter were removed from 251.7 miles of roadsides in Hardeman County. The County also removed 6 illegal dump sites.

### Jackson County

- 95,287 pounds of litter were collected from Tennessee roadsides in Jackson County. 4,279 pounds, or 4.5%, of that total was recycled. Jackson County also cleaned up 3 illegal dumpsites. The county's litter prevention education efforts are highlighted by distributing reusable bags during outreach events and school programming for students.

### Lake County

- 62,287 pounds of litter were collected from 3,221 miles of Tennessee roadsides in Lake County.

### Lauderdale County

- Lauderdale County collected 229,570 pounds of litter from 10,891 miles of roadsides in FY 2019. Of that total 30,143 pounds, or 13%, were recycled. The county also cleaned up 48 illegal dump sites.

### McNairy County

- 3,075 pounds of litter were collected from Tennessee roadsides in McNairy County in FY 2019. Of that total, 14.7%, or 452 pounds was recycled.

### Morgan County

- Morgan County removed 26,853 pounds of litter from roadsides in FY 2019. 446 pounds 1.7% of that total were recycled and the county cleaned up 29 illegal dump sites. Morgan County has an education coordinator who engages with business leaders and students, and 47 volunteer hours were earned during cleanup events.

### Perry County

- 15,349 pounds of litter were collected from Tennessee roadsides in Perry County. Of that total, 91%, or 13,957 pounds, were recycled.

### Scott County

- Scott County removed 88,320 pounds of litter from roadsides in FY 2019. Of that total 54,075 pounds, or 61%, were recycled. The county also removed 4 illegal dump sites.

### Van Buren County

- 74,197 pounds of litter were removed from roadsides in Van Buren County. Of that total 32,324 pounds, or 43.6%, were recycled. The county also removed 23 illegal dumpsites. During the annual 4H camp, students conducted litter awareness and prevention activities.

# Keep Tennessee Beautiful

KTnB is an adjunct service of the University of Memphis and provides expertise in litter prevention education, litter law enforcement, community enhancement through beautification, and volunteer recruitment and

management. TDOT spends a significant amount of money each year on litter pickup and prevention activities. In order to reduce those costs over time, Tennesseans must recognize the negative impacts on the scenic beauty of Tennessee, and the financial costs associated with litter.



The KTnB Advisory Council was established under Governor McWherter's Executive Order #18 in September 1989. The Council is comprised of 14 citizen appointees and ex-officio members from Tennessee State Departments. Appointed by the Governor, citizen members serve rotating terms and follow their by-laws for the betterment of Tennessee as an attractive, safe and healthy place to live and visit. Through policy advisement, the Council sets direction for KTnB and local Keep Tennessee Beautiful affiliates.



The Great American Cleanup in Tennessee was once again a success. Governor Bill Lee proclaimed March 2019 Keep Tennessee Beautiful month for the sixth straight year by Bill Lee. A Great American Cleanup kick-off event was held at the Discovery Park of America in Union City, where nearly 100 people from across the state attended. Tennessee Department of Environment and Conservation Commissioner David Salyers addressed attendees as keynote speaker. During the event the 4th Annual 'Love Where You Live Award' was awarded to Lynda Whalen of Memphis. KTnB went on to lead volunteers to host several types of events, including waterway cleanups; parks, neighborhoods, and highway litter pickups; recycling drives; clothing and electronic waste drives; meth lab abatements; and children and adult educational/awareness events.

## Keep Tennessee Beautiful (continued)

KTnB applied for and received a \$10,000 grant from Keep America Beautiful to participate in the 2019 Cigarette Litter Prevention Program. 2019 marked the second year of participation in this great program. This year, the organization partnered with Keep the Tennessee River Beautiful and Metro Beautification, along with TN Department of Tourism to continue to host the program at all state welcome centers (16 total). Metro Nashville Beautification focused primarily on education of visitors to The Cumberland River Park as part of the 2019 campaign.

KTnB State Leader Missy Marshall recruited the help of Cecile Carson to begin development of a state-level affiliate program. This is in preliminary stages, as KTnB identifies localities qualified and interested in becoming a state-level affiliate. KTnB's Pamela Willingham and Carson have taken the lead with this program, focusing on the 15 economically distressed counties.

KTnB held events for America Recycles Day in 2018 and encouraged local affiliates to do the same. Five affiliates partnered to host 'Can You Dig This' events, an initiative started to replace National Planting Day that encourages Tennessee residents to plant native plants. Tires were reused to make flower beds. Denim drives on the campus of University of Memphis also contributed to America Recycles Day. Other universities in Memphis, as well as Memphis City Beautiful and Memphis area YMCAs all joined with KTnB in making America Recycles Day a success this year.





# ADOPT- -HIGHWAY

In addition to partnerships and grant programs, TDOT has administered the Adopt-A-Highway program since 1989 to combat litter along state routes. The volunteer program is completely free for those who commit to cleaning up a TDOT-approved 2 mile stretch of roadside each quarter.

Volunteers must be at least 12 years old and sign a liability waiver, at which point they are given plastic bags, caution signs and safety vests by the nearest TDOT district office. Participants in the program are rewarded with a free recognition panel displaying their chosen message along the adopted route. The program is not only an excellent way to boost litter prevention awareness and promote community engagement, but it also reduces the millions of dollars TDOT spends on litter removal each year.

Businesses, groups or individuals are eligible to participate in the free program. For more information, please visit <https://www.tn.gov/tdot/environmental-home/environmental-highway-beautification-office/adopt-a-highway.html>, or by contacting TDOT's Highway Beautification Office at (615) 741-2877.



*Table 6: Adopt-A-Highway Fiscal Year 2018 - 2019*

<b>Bags of Litter Picked up</b>	<b>Pounds of Litter Removed</b>	<b>Volunteer Hours</b>	<b>Cleanup Volunteers</b>
2,583	51,660 lbs	1,436.5	1,820



# Nobody Trashes Tennessee



Spreading the word about the importance of litter prevention and creating brand awareness are critical to the success of the Nobody Trashes Tennessee campaign. One meaningful way to spread the word and create awareness is in building partnerships with communities and groups across Tennessee. During a March 15, 2019 reusable bag event, the campaign did just that by partnering with grocery stores and nonprofits in distributing 2,300 Nobody

Trashes Tennessee branded reusable bags at 483 grocery stores across Tennessee. Participating stores included all Tennessee Publix, Kroger, Food City, Food Lion, Mitchell Grocery, IGA and Piggly Wiggly locations. Stores that partnered for the event were corporate or locally owned and were located in all 95 of Tennessee's counties. Each store received 2,300 bags; the same as the number of single-use plastic bags distributed daily at the average-sized Tennessee grocery store.

Ahead of the event, TDOT's litter prevention partners (county law enforcement agencies and solid waste departments, Keep America Beautiful affiliates, and non-profit cleanup groups) were asked to coordinate in-store outreach tables with their local grocer. They were advised to promote their litter prevention programming and sign-up volunteers for upcoming cleanups. Since the event was held in early spring, it was an excellent time for partners to advertise Great American Cleanup events, spring cleanups and other upcoming solid waste public functions. Chester County Solid Waste promoted their regional recycling facility and signed-up 11 volunteers for an upcoming cleanup





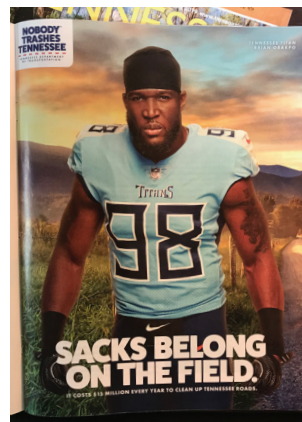


at the Piggly Wiggly in Henderson, Tennessee. Keep Knoxville Beautiful recruited 225 volunteers for upcoming cleanups while tabling at multiple stores in Knoxville.

Visitation and comments to the NobodyTrashesTennessee.com website spiked during the bag event. Nobody Trashes Tennessee's social media accounts added new followers and received greater visibility on their posts. Additionally, one hour of in-store media availability was given at 6 Kroger and Food City locations in

different media markets. The availability was structured so that a store representative, TDOT representative and local cleanup organization representative were all present. This media availability resulted in stories from 12 television, newspaper and radio outlets across Tennessee. Many of the outlets produced stories and then posted those stories to their corresponding websites and social media pages. In total, 1,125,000 Nobody Trashes Tennessee branded reusable bags were distributed as a result of this statewide effort, the largest reusable bag distribution of its kind in the country.

Other partnerships helped to further the success of Nobody Trashes Tennessee during FY 2019. Grantees and non-profits used Litter Grant and Special Litter Grant funds to bring Nobody Trashes Tennessee images and messaging to their communities. The images of 2018 campaign celebrity spokespersons Bobby Bones, Brian Orakpo and Cassadee Pope appeared at fairs, music festivals and as part of paid media across the state. "The Tennessee Magazine" also featured images and a cover story about the campaign as part of their monthly publication to customers of electric co-ops across Tennessee.



*1.125 million reusable bags distributed at 483 Tennessee grocery stores.*





## Special Litter Grants

In March 2018, TDOT awarded one-time grants for community-based special litter projects. The 15 grantees included county, municipal, nonprofit and civic partners whose projects extended the reach of TDOT's Litter Grant programming. These projects empower local litter and covered load law enforcement, create a greater connection between litter abatement and water quality, provide much needed cleanup resources and further the department's Nobody Trashes Tennessee litter prevention campaign.

- Tennessee's Department of Environment and Conservation was awarded \$200,000 to collect, haul and grind into aggregate 36,000 tires illegally dumped in T. O. Fuller State Park (Shelby County). These tires will be turned into porous pavement for a multi-use path in the park. More than 10,000 tires were collected during a cleanup event at the park on Dr. Martin Luther King Jr. Day in January 2019. Additional cleanups were conducted throughout 2019 and, as of December 2019, nearly 30,000 tires have been collected.
- The Kingsport Chamber Foundation was awarded \$95,012 to install Nobody Trashes Tennessee lettering on City of Kingsport trash trucks, install special Nobody Trashes Tennessee signage at the City of Kingsport Farmer's Market, and to conduct 'Clean Out Your Car' events at the nearby I-26 Welcome Center in Sullivan County.
- The Southeast Tennessee Resource Conservation and Development Council was awarded \$191,464 to support an incentive-based cleanup program of trails and outdoor recreation areas, public spaces and rights-of-way in the Tennessee, Hiwassee and Sequatchie River valleys. This program, called "Green Steps", protects the local scenic and water quality of the greater Chattanooga area by conducting cleanups every other week.

In total, \$1,975,354.28 was awarded for projects beginning July 1, 2018 and ending June 30, 2020 (Fiscal Years 2018-2019 and 2019-2020.) A brief description of the other 12 projects funded are listed below.



Table 6: Special Litter Grant Projects	
Cumberland River Compact	(\$124,600) Conduct a 'Clean Streams Initiative' consisting of litter pickups and public education around littering near tributaries throughout the Cumberland River basin.
Clean Memphis	(\$150,000) Community cleanup efforts by neighborhood in the City of Memphis.
Lawrence County Government	(\$123,317) Monitor and cleanup illegal dumpsites in Lawrence County. Hire a litter enforcement officer with the Lawrence County Sheriff's Office to investigate littering and prosecute cases.
Urban Green Lab	(\$200,000) Pilot a science-based curriculum emphasizing sustainability and waste reduction in Davidson, Hamilton, Knox and Shelby counties.
Shelby County Government	(\$200,000) Support a summer 'Flight Blight Team' youth employment initiative.
Metro Nashville Public Works	(\$200,000) Conduct a community appearance inventory and engage neighborhoods in a litter prevention education and removal program.
Keep the Tennessee River Beautiful	(\$71,393) Coordinate with 'Living Lands & Waters' for 8 river cleanups, and partnership with marinas for marine debris tracking and distribution of litter prevention educational materials for boaters.
Town of Tellico Plains	(\$65,160) Hire (2) two litter enforcement officers with the Town of Tellico Plains Police Department to investigate illegal dumpsites, prosecute litter offenders and lead cleanup efforts.
City of Chattanooga	(\$125,000) Purchase and installation of a litter trap on a stormwater retention basin at Citico Creek. Interpretive signage also being installed.
Chester County Government	(\$181,693) Installation of a litter and recycling classroom for school-aged children above a regional recycling facility in Henderson, TN.
Boone Wasteland Partnership	(\$27,715) Partnership between the City of Johnson City and a non-profit for tire and debris pickups for Mill Creek, a tributary of Boone Lake.
Friends of City Beautiful	(\$20,000) Install litter prevention signage and produce an anti-litter instructional video for Driver's Education Memphis students.

## Conclusion

Tennessee's transportation system is recognized as one of the best in the nation. Our roads connect neighbors to neighbors, we connect families, and we connect workers with employers. Litter abatement is just one way that TDOT is focused on stewardship and sustainability efforts to protect the drivers, natural beauty, and cultural resources of this great state.

### *Litter Hurts Our Quality of Life.*

Litter impacts roadway safety. Not only is litter a hazard to drivers, it also presents a danger when mowing the right-of-way.

Litter impacts community image and criminal activity. Litter can send an unintentional message that citizens do not care about their community, which could foster criminal activity that endangers public safety and property value.

Litter impacts the health of the environment and water quality. Paper, plastic, and aluminum pose a threat to the health of wildlife, and quality of soil and water. Trash travels into storm drains with each rain event and flushes into local waterways. In fact, 18% of litter ends up in streams and waterways as pollution. Accumulated trash results in serious environmental contamination and can cause blockages that create hazardous flooding conditions.

Litter impacts potential income through tourism and business recruitment. Tennessee is a tourism-friendly state and litter detracts from its scenic beauty, which can have negative financial consequences for private enterprises and the state. A community with excessive litter may have a more difficult time recruiting new business and industry.

TDOT's Litter Grant Program works with all 95 counties in Tennessee. The program is an outstanding example of working with citizens, businesses, and government partners for the good of Tennessee. TDOT's Highway Beautification Office is continually working to build new partnerships and initiate new outreach to educate motorists that littering is an important preventable problem in Tennessee.

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